

THE REVIEW

Vol. XXXV—No. 35

August 7, 1941



BRING HOME THE GROCERIES



Sell 'Late Business' Now!



MEN LIKE DOGS and business slogans. There are 12 illustrated slogans in the "Brainy-Bow-Wows" series, 12 more in "Dogs by Dennis." Sell blotters now — and bring home the groceries!



The REVIEW



Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, AUGUST 7, 1941

No. 35

Think You Are Good



and

then

Make Yourself Prove It!

Orison Swett Marden said, "A man who is self-reliant, optimistic and undertakes his work with the assurance of success, magnetizes conditions. He draws to himself the literal fulfillment of the promise. 'For unto every one that hath shall be given, and he shall have abundance.'"

We often hear of a man that he is a master salesman. This is the world's tribute to one who, by the force of his character and the creative power of his thought, wrings success from the most adverse circumstances. Confidence begets confidence. A man who carries in his very presence an air of victory, radiates assurance, and imparts to others confidence in himself and the things he stands for.

Never permit one defeat, or a dozen, to discourage you. Macaulay said of Alexander the Great that "Often defeated in battle, he was always successful in war." To Alexander a lost battle was first a lesson to be studied and profited by; then it was a closed incident. That's a great way to look at things.

Whenever you are inclined to belittle yourself, think of this: A man's confidence measures the height of his possibilities. A stream cannot rise higher than its source.

In other words, it's the little springs, creeks, brooks, that make the river. It's your knowledge of your territory, of your customers, of your customers' business, of your line and every part of it, that makes you a successful Gerlach-Barklow salesman. To my mind, a successful Gerlach-Barklow salesman is like a mighty river. You have to go back to the creeks, brooks, and the springs, which I liken to your study of every part of your line, your business, your customers and your territory.

Analyze the successful Gerlach-Barklow salesman. You will find he has a complete analysis of his business, of his territory, of his line and of his prospects. Think YOU are as good as the best Gerlach-Barklow salesman and then make yourself prove it.

Three more weeks in the Groceries Contest. You are naturally yelling for all that business you are going to send in for which you get groceries in return. It looks like a big late summer and fall business. Keep up the good work. Best of luck!

J. Mackey

EARN THOSE GROCERIES!

Every time you sell 100 Engagement and Reminder Calendars, No. S263, you earn 27 points.

Every time you sell 100 Bride's Cook Books, No. S260, you earn 35 points.

Every time you sell 100 S240 Farm Record Calendars, you earn 40 points.

Every time you sell 1,000 Class X blotters, you earn 35 points.

Every time you sell 1200 SQA-3 Questioner folders, you earn 105 points.

Every time you sell 100 HG4252 "Joy of Living," you earn 32 points.

Every time you sell 200 Ger-Bars, you earn 30 points.

Every time you sell 100 Cal-Crafts, you earn 27 points.

Every time you sell 25 R2 indoor billboards, you earn 44 points.

Every time you sell 100 No. 1 GP "In remembrance," you earn 57 points.

1,500,000 Weddings in 1940— Even More in 1941

There is a big crop of brides and grooms throughout the country now. The same thing is happening that always has happened during a period of preparedness. Last year there were 1,500,000 weddings, a record for a single year. This year the number will be even bigger.

Have you made a special drive recently on Bride's Cook Books?

Every newly married couple becomes a new potential customer for a grocer, a cleaner, a laundry—but of great importance, they are always in the market for furniture.

The Bride's Cook Book is a practical gift of lasting utility. It will pave the way for the establishment of new accounts that will grow through the years. To gain and hold new accounts is one of the most important things in any business today.

The Bride's Cook Book is only sold by planning in advance that an account can be created in every town. If you will set aside one hour each day next week to specialize on this one item (\$260) you will discover that it is easy to sell. It repeats year after year, and altho little promotional work has been done on this booklet this year, our sales continue in increasing proportions. Some G-B salesmen are not selling it. They are passing up easy sales and are missing out on building new customers—the very heartbeat of our organization and the organizations you are contacting daily.

James R. Talcott

139 DAYS TO CHRISTMAS!

Remember 'way back when 1941 was a bright new year? It's more than half spent, and we've reached the hot August days that are harvest days for Holiday Greeting orders.

Take an hour or two tonight—cool off by studying your greeting line again. Read all the sentiments, and plan to sell greetings NOW—to help your customers and to help yourself in the summer contest. Read the message in HG4232:

Christmas, 1941

Dear Friend:

It's time to look back briefly, and to thank you for your good will and friendship during the year that is drawing to a close.

It's time to look ahead to 1942, and to renew our pledge of service.

And when we look ahead, it is our wish and prayer that the bright, sunny picture we have chosen for this greeting may be a sort of map for you, as you travel through the coming year.

May you find sunshine all along the way!

Even now, 1941 is drawing to a close. Will it be a successful, profitable finish for YOU? It will—if you use Holiday Greetings to win new customers and to gain extra business from those who have already bought calendars!



Sales mean grub! Every order, every dollar of volume is "money in the bank" for you. Sell now—pile up bonus points. Move the calendar ahead. Win a big grocery bonus and a big kiss from the little woman!

C. M. Roadstrum of Michigan uses leather to build volume. And he sells to a sales company, at that. Last week's top order from Mr. Roadstrum calls for \$537.50 worth of leather—pocket letter files, billfolds and paper weights.

In California, J. C. Mur sell HG parrot panels—a whole flock of them, if parrots come in flocks—to a funeral director for \$425.

Leo Himelhoch, whose salesmanship in Michigan daily proves that a new customer is worth \$100 and up, sends in a \$275 repeat order from an old customer who has used baby books for several years. The buyer is the hospital itself. And with an eye to building up another good account that will buy year after year, Leo sells R19-P and R19-C religious calendars to a monument dealer, a new customer.

California, here we come again, to report H. N. Buckley's sale of "Their Priceless Heritage" to a savings and loan association. The order calls for R4 and R9 hangers, and the total is \$224.

And—ho hum—back to Michigan, where Jack Saunders sells three sizes of "Spirit of America" hangers to a truck company for \$215.82.

Before you get the idea that Michigan and California are the only states in the Union, let's take a jaunt to Texas. Did you ever hear of Crystal City, Eagle Pass, Carrizo Springs and Del Rio (a town, not Dolores)? Maybe you didn't, but A. C. Talerico has visited all of them. He toured those four towns in four days, landed eleven orders. And—nine of the buyers are new customers.

We know you've heard of Appomattox, Virginia. But did you ever hear of Tappahannock? L. E. Page, who stuck to his job like glue last week, found four new customers in Tappahannock. Not content, he went to Appomattox, Alberta, Lawrenceville and Hopewell. His travels netted eleven orders altogether, and his total was more than \$350, with eight of the orders coming from new customers.

Ryan Perry of New Jersey sold "Hello Everybody" in D54 to an old customer for \$115. He also sold pencils, art mounts and FD service

to three other old customers, then used R9R Will Rogers to land a new customer for \$70.

A. V. Clapp of New Jersey sold Stirrup desk clocks for \$111 to a machine screw manufacturer.

Thomas F. Orvis of Ohio sold roll calendars to a concrete pipe company for \$241.50. Two other nice orders from Tom's efforts of the week were a key case sale of \$77.50 to an industrial equipment concern and a \$70 sale of "Kiddies, Inc." post cards to a shoe store.

In Minnesota, V. A. Magnuson sold orders to four new customers. The largest of the four orders calls for R4 "Spirit of America" and totals \$105. A national bank was another of Mr. Magnuson's new customers, ordering D56 "Their Priceless Heritage" for \$62.

M. C. Eckland sold \$130 worth of leather, Karkit zipper cases, to a refining company, a new customer.

Probably the standout new-customer sale of the week is a blotter order from a grain and malting company in Wisconsin, sold by A. H. Laun. The order calls for 18,000 Class X "Dogs by Dennis" blotters, and the total amount is \$379.50. Mr. Laun sold HG4296, the Route 41 greeting, to another new customer, an automobile agency.

H. M. McCargar of Chicago sold billfolds and letter files for \$120, then used "My Diary" baby books to land a new customer who will be worth \$100 sooner or later.

There's business in Arkansas, too. Clyde Estes sold \$100 worth of religious calendars to a new customer, a funeral home. This was just one of several nice orders for the week.

A. A. Muldrew of Kansas sold \$101.50 worth of FD cards to an old customer who once was a new customer.

P. M. Winter of Pennsylvania sold \$100 in Spanky calendars to a clothing store. He also created a new account with Gothic funeral director's service.

Gus Thurn was in good spirits last week. He sold "Spirit of Youth" in Class A mailing cards to a neon sign firm, then sold "Spirit of America" to a bank.

L. B. Nobles of Texas sold \$115 worth of pencils to a seed company, used the same item to land two new customers—a trucking outfit and a stock transportation company.

H. F. Ricker of Massachusetts sells roll calendars to a chemical company for \$100. To land two new orders, he uses D83-R "I See by the Papers" and "Poems Without Words" small blotters.

L. R. Shepard of New York sells S241A, "Especially for You" to a coal company for \$202. He also sells "Their Priceless Heritage" to a new customer, and electrical store, for \$61.

A. McWilliams of West Virginia sells advertising to an advertising company—L-1227 Key Light key rings for \$210.

T. S. Gosten of New York sells leather to a packing and supply company for \$131.50.

R. R. Bond of Wisconsin runs up points for volume and number of orders to bring home some groceries with sales of D79 "Houghton Mill"

to a coal company, letters openers to a manufacturer, S257 "Be Sure You're Right" to an oil company, R4 "Be Sure You're Right" to the same buyer, for complete campaign purposes, and letter openers to a resort.

Guy Dean of Florida makes a successful drive for new customers, landing orders including the following: R2 "Come Back Here" to a hardware company, fan specials to two furniture stores in different towns, Family Record booklets to a state bank, religious calendars to a cafe, HG4230 Christmas letters to a wholesale firm and "My Diary" baby books to a Pepsi-Cola bottler.

Mr. Groomes of Michigan sells a Spanky campaign to a laundry for \$146, then lands four orders from new customers, totalling another \$140, for pencils, magic shoppers, knives and S257 "Spirit of America."

H. A. Gorsuch of New Mexico sells a \$180 order of Catholic religious calendars.

T. L. Dallas of Texas wins a new customer with Gothic funeral directors' service, in addition to sales of P232 business calendars, M165 metal calendars, R4 and R9 "Be Sure You're Right, Then Go Ahead," HG4250 and HG4295.

A. C. Miller of Illinois used AM30, key cases and pencils to sign up eight new customers, then sells S257 calendars with Better Homes & Gardens pad to an old customer, a furniture dealer.

G. Robert Falls of Indiana uses two of the sure-fire order-getters to land new customers, selling key cases to an oil company and R9R "I See by the Papers" to an insurance agency. In addition, he sells FD service, Holiday Greetings and R4 "When a Feller's Got a Friend" to old customers.

John Gilbert of South Carolina sells blotters to a new customer, using the Class Y "Dogs by Dennis" series. To another new account, a photographer, he sells baby books.

Blotters help John Gilbert of South Carolina win two new customers. To one new account he sells Class Y "Dogs by Dennis," and to the other he sells "Brainy Bow-Wows." A third new customer buys baby books, and a fourth buys leather.

Mrs. Jahl, down in Mississippi, sells HG4296 to a hotel, a new customer. It's not a big order, but it's worth mentioning because it is typical of a lot of orders for the Route 41 greeting. Hotels like it and order it. Try the hotels you patronize!

A. J. Morrier gets three new customers with Bildcost Blueprints blotters, long cap slim pencils and Penny card greetings.

WITHDRAWALS

The following Last Edition items are sold out:

R16—11 $\frac{3}{4}$ x 16—Memory Lane

R16—11 $\frac{3}{4}$ x 16—Mill in Fourges, France

FD-184

ONE PAGE OF NEW CUSTOMERS

Last week's sales produced many new customers, their orders ranging from \$15 to more than \$300. What did they buy? This one page of facts gives you some clues!

New Customer	What He Bought
OIL COMPANY	L-1224 Key Cases
HARDWARE DEALER	R2 "Come Back Here"
FURNITURE DEALER	Fan Specials
NATIONAL BANK	Family Record Books
CAFE	R19P Religious
WHOLESALE HOUSE	HG Etching Letters
PEPSICOLA BOTTLER	"My Diary" Baby Books
FUNERAL DIRECTOR	Gothic FD Service
MACHINERY DEALER	Spirit of Youth Blotters
MANUFACTURER	LO-1050 Letter Openers
CHEVROLET DEALER	R4 "Their Priceless Heritage"
SUPPLY COMPANY	HG4231 Christmas Letters
BAKERY	Floral Post Cards
REFINING COMPANY	Karkit Zipper Cases
FUNERAL DIRECTOR	In Remembrance
FUNERAL DIRECTOR	Family Record Books
SAVINGS BANK	Family Record Books
BUILDING MATERIALS CO.	R2 "Here Peace and Happiness"
TRUCKING COMPANY	R9R "I See by the Papers"
FORD DEALER	License Holder Key Chain
BANK	"Spirit of America" R7
COAL DEALER	S257 "Joy of Living"
GROCER	S257 "Springtime"
TIRE COMPANY	"Bright Bouquets" PC
AUTO DEALER	HG4296 "Route 41"
SERVICE STATION	HG4296 "Route 41"
SERVICE STATION	HG4297 "Penny Greeting"
RETAIL STORE	HG4297 "Penny Greeting"
MONUMENT DEALER	Religious Calendars
DRUG STORE	Knives and Pencils
SCHOOL SHOP	"Spanky's Safety Patrol"
JEWELER	AM30 "Bluebirds"
FURNITURE DEALER	Floral Blotters
BEAUTY SCHOOL	R2 "Light of Her Eyes"
HOTEL	R15 "I See by the Papers"
FARM ASSOCIATION	"Spirit of America"

This list suggests SOME of the items bought by some of last week's new customers. Most of the lines above could be repeated once or twice, if we were to make a complete list. Many other orders could be added—orders for Ger-Bars, Cal-Crafts, various leather items, blotters, post cards, and calendars of many styles other than those mentioned. You can sell new customers THIS week—and every one is worth \$100 to you!

NEW CUSTOMERS *Are* WORTHWHILE!

"I opened this account for us late last year—and so far, with this order, it has been worth more than \$400 in volume."

That's the comment S. E. Adams wrote on his daily report blank for July 30, which also told of his nice sale of No. 125 pencils with the Pledge of Allegiance, sold to a dairy for \$160.

On Armistice Day last year, Mr. Adams sold the dairyman his first G-B order. It was a relatively big order from a new customer, \$142.50.

That original order called for "Their Priceless Heritage" in R15 calendars for 1941. It was one of the latest of the late orders, but the new customer got his calendars on time and was so well pleased that he was an early buyer this year.

On January 3, the second order from the new customer was signed. It called for 700 R15 "Spirit of America," and the amount was \$133.50.

Not a bad total—three orders in 10 months from a customer who had not bought from us before, and the total is \$436.

HOW TO GET NEW CUSTOMERS?

Mr. Adams' success story provides one answer to the question of how to land new accounts. Note that Mr. Adams has sold three different items—and that all of them are patriotic good-will advertising.

NOW is the time to open new accounts with patriotic items. Try any one of the three mentioned above. And if you have already sold just ONE of those items to a good buyer, go back and sell him again. You can get orders for the Pledge of Allegiance pencils from buyers who have ordered "Spirit of America" and "Their Priceless Heritage."

Go to it — NOW — while every order counts 10 points toward your grocery bonus and every dollar of volume adds another point!

THINGS ARE LOOKING UP

There could be nothing more dangerous than for Americans to get so optimistic about the war that they would relax in their defense efforts. Hitler has always thrived on the apathy and optimism of those opposed to him, and if he could lull America to sleep he would achieve one of his greatest victories. Consequently we must not allow ourselves to fall into the serious error of thinking this war is over, or that an Allied victory is assured. The war will NOT be over until the menace of totalitarian aggression is ended once and for all, and that time has not yet come.

On the other hand, it is desirable to realize that things ARE picking up, and that the future looks very much brighter than it did a very few weeks ago. To get a true picture of the change that has occurred, let us compare the situation today with that of August, 1940.

A year ago Hitler had conquered Czechoslovakia, Poland, Denmark, Norway, Belgium, the Netherlands, Luxembourg, and France. Britain, despite its heroic evacuation from Dunkirk, was seriously threatened. It had neither the troops, the ammunition, nor the guns to repulse an invasion if the Nazis had been able to land sufficient forces. The United States—except for its navy—was virtually unarmed. Russia was a very active ally of the Nazis, and Japan (as always) was threatening American interests in the Far East. In other words, the might and prestige of the totalitarian powers were at a peak. Here in the United States we were

in the midst of a bitter presidential campaign, and — though Wendell Willkie eased the situation by favoring aid to Britain—such aid had not yet materialized to any important extent. In fact, the whole defense effort was still in the beginning stage.

If things ever looked completely bleak, they looked that way a year ago. Then came the terrific German air offensive against Britain, which began a year ago this Friday—on August 8th of 1940. Nobody knew whether Britain could stand up under the deluge of bombs, nor whether British production could be maintained. Furthermore, in August and September of last year Italy had conquered British Somaliland, had invaded Egypt, and was threatening the Suez canal.

There you have the picture of the situation a year ago.

Now let's compare it with the situation today.

Today Germany is engaged in a life and death struggle with the biggest—even not the most powerful—nation on earth. Now in its seventh week, the Nazi-British war is pretty much deadlocked. According to Hitler himself, 9,000,000 men are engaged in this conflict, and according to neutral estimates over 1,000,000 German soldiers have been killed, wounded, or captured. Obviously if Hitler is defeated in Russia, the war will come to an end. Even if he eventually wins, it will

be felt certain that no important move against Britain can be made this year. Italy, except for its forces in Libya, has been swept out of Africa. The Japanese, despite their move into Indo-China, are still bogged down in China. Britain, temporarily at least, is master of the air over western Europe. And, most important of all from our standpoint, we have an army in training large enough to defend continental United States, our navy has been vastly strengthened, and we are at last in quantity production on war materials. In addition to this, there are repeated and well-founded reports of unrest not only in the conquered countries of Europe, but in Germany and Japan as well.

If the contrast between the situation today and that of a year ago isn't pleasing to contemplate, then we don't know what could be. Of course there is still the danger that Hitler may rout Russia, press through Siberia and — with the aid of Japan — threaten Alaska, Western Canada, and the Philippines. There is also the very real danger of naval clashes with Germany in the Atlantic and with Japan in the Pacific. Moreover, there is the possibility of trouble in the Azores, the Cape Verde Islands, and Dakar. But—granting all of these things—the situation is certainly not as desperate as it was a year ago, and—come what may—we are NOW in a far better position to meet any development that may arise. In fact, it is now almost certain that the combined production of British, Canadian and American airplane factories EXCEEDS that of Germany and

all of the territories under its control. Yet, we are just at the beginning of our REAL effort.

The only thing to fear now is that the people of the United States will become overconfident, and — being pacifistic by nature—fail to press home the advantages that have been gained. **THIS WE MUST NOT DO.** The only safe and sensible course for us to follow is to **PREPARE FOR THE WORST, SPEED UP PRODUCTION AS NEVER BEFORE, STAND UP TO THE DICTATORS OF EUROPE AND ASIA, AND HOPE FOR THE BEST.**

In the meantime, there is not the slightest reason to be disheartened or discouraged. Whatever else may be said about the war, all recent events have been more favorable than unfavorable to the Allied cause. If we keep a stiff upper lip—refuse to sip of the poison of defeatism or appeasement—this war will be over sooner than most people expect. And it will end with a victory for **DEMOCRACY and LIBERTY.**

Things ARE looking UP! If you doubt it, compare once again the situation TODAY with that of a year ago. But, when you do, remember that "Liberty belongs only to those who are willing to defend it."

There must be no relaxation, no defeatism, no appeasement. **LIBERTY HAS NEVER BEEN SAVED THAT WAY!**

Jewett E. Ricker

SUMMER SALES SUGGESTION

Here's a PLUS VALUE that will help you bring home the groceries! In answer to numerous requests, we have prepared a series of standard editorials to be used on the back page of News quiz folders at no extra charge.

There are twelve business editorials in the light and friendly style that makes readers believe what the advertiser is saying. Two of the monthly messages are shown on the following pages.

Under the general topic of "Little Things We Do," the standard editorials for News Quiz discuss such familiar little habits as banging the desk, clapping hands, drawing doodles, crossing fingers, getting in the doghouse, etc., etc. They are mildly humorous, and are illustrated with clever cartoon drawings. They fit any line of business.

NO EXTRA CHARGE!

These new editorials may be offered on News Quiz at the regular prices! No extra charge! The editorials are in electrotpe form, which makes it easy to change the plates when printing the customer's order. But the wording must be used exactly as it now appears. The editorials are printed in the center of the back page of News Quiz; no other copy on that page.

Sorry, no samples yet. We cannot furnish a complete set of the editorials now. They are brand new, and we explain them here only to give you an EXTRA chance for summer sales in the Bring-Home-the-Groceries campaign. You will have further information, and a News Quiz sample with the editorial on it, when you receive your regular samples of the September News Quiz, at the end of this month.

But you can sell News Quiz with the editorials now. Just specify—on the face of the order—"Use Little Things We Do standard editorials."

Read the specimens on the following pages. You'll like these timely service messages. So will your prospects. Use the new standard editorials to clinch News Quiz orders—a minimum News Quiz sale is worth 118 points toward your grocery bonus!

ANOTHER TALKING POINT!

This is the September editorial in the new series, "Little Things We Do," for use on the back page of News Quiz at regular prices. Read explanation on preceding page. There are twelve standard editorials in the series offered as a plus value on News Quiz.

LITTLE THINGS WE DO

*We put great emphasis
on service, so that you'll
be pleased with the
work we do for you!*



BANGING THE DESK is a good way to stress a point, even though the inkstand jumps and splashes. It's a forceful gesture. It's a sound effect. It's one of the little things we do to show that we really mean what we're saying and believe in it.

So just imagine that we're banging the desk when we say: We WANT to serve you, and we CAN. We believe that good business means making WORTHWHILE SERVICES to worthwhile people — folks like YOU!

And we hope that you'll bang your fist on your desktop when you answer, "YES! I certainly WILL call on you. In fact you can give me some help RIGHT NOW!"

NO EXTRA CHARGE ON NEWS QUIZ ORDERS!

FREE — ON NEWS QUIZ!

Now you can offer a series of timely business messages for buyers who want monthly editorials on the back page of News Quiz! No extra charge! This is the May editorial, one of a series of twelve. Others are in the same style. Full information will be sent with your samples of the September News Quiz, but don't wait, use this extra sales argument now!

LITTLE THINGS WE DO

*You're doing more than
a little thing when you
discover how to get the
right answers to your
problems!*



SCRATCHING YOUR HEAD is supposed to send an impulse straight through bone to the old gray matter, start the wheels clicking and produce the right answer. But although puzzled mankind has scratched its collective head for centuries, no eminent medical authority has come forward to proclaim that head-scratching necessarily stirs up as much thought as dandruff.

Other little things we do as we hopefully search for right answers to trying problems include tapping the teeth with a pencil, rubbing the chin or nose, and just plain staring into space. All of these devices have obvious defects.

But there's one way to get right answers both quickly and surely. Call on us. Our service solves a lot of problems.

12 MONTHLY EDITORIALS FOR NEWS QUIZ!

SELL "BILDCOST BLUEPRINTS" NOW!

NEW CUSTOMERS want "Bildcost Blueprints" this month! Small homes are in demand. The pictures in this series show practical small homes, for which complete building plans are easily obtained from Better Homes & Gardens magazine. AND—"Bildcost Blueprints" blotters sell at a low price, for they are two-color blotters.

The designs in the Bildcost series are published in blotters and monthly calendars by Gerlach-Barklow exclusively. Our own plates were made from photographs furnished by Better Homes & Gardens. The homes in the series have been published in the magazine, but they are ours exclusively for direct-mail advertising purposes.

ALL ABOUT THE BILDCOST PLAN

The Bildcost Plan is a complete home-building service available only from Better Homes & Gardens. It was originated by the magazine in 1932, as a service to home-loving people who want the homes they build not only soundly constructed but architecturally pleasing as well. Bildcost is fully protected by copyright.

Because building material and labor costs vary widely not only from section to section, but also from city to city, the Bildcost Plan is the best way of obtaining exact estimates on a certain house for a certain locality. It is a simple plan, as explained in the following paragraphs.

LIST OF MATERIALS—For each Bildcost home, Better Homes & Gardens publishes a List of Materials. The list specifies the exact materials needed for the home. A List of Materials for any home in the "Bildcost Blueprints" series may be quickly obtained from Better Homes & Gardens, Des Moines, Iowa. Identify the home by its plan number, and enclose six cents for each list.

Using the List of Materials as a guide, any architect, building material dealer or contractor, with his authoritative experience in local material and labor costs, can figure exactly what it will cost to build the home on the desired location. The List of Materials tells just how much material it takes to build the home, and it is not difficult to estimate the cost. When the List of Materials is properly filled out and the totals added, it is as accurate an estimate as can be had of the cost to build the home. If the price is satisfactory, and the house is to be built, other essential information can be obtained from Better Homes & Gardens.

WORKING PLANS—Complete working plans are available for all the homes in the "Bildcost Blueprints" series. They are

FHA-approved and can be obtained promptly and cheaply from Des Moines. The cost is only \$5.00 for the first set of plans. This pays for the plans themselves and also gives the buyer the right to build the home.

Bildcost working plans are not mere sketches or reduced drawings. They are complete, accurate, thorough architect's drawings—as complete as the best architects can make them. They eliminate any sort of guesswork and thus save time and money. A fair price for an architect's services in designing any one of these homes exclusively for one client would be anywhere from \$200 to \$300.

Garage plans are included. When a Bildcost home does not have an attached garage, detailed plans for a detached garage, designed to harmonize with the home, are included at no additional charge.

SPECIFICATION FORM—In addition to the working plans, Better Homes & Gardens furnishes a Specification Form, sent along with the plans at no extra cost. It is a written explanation of the working plans. In it are specified the quality of the materials to be used in building the home and the kind of workmanship necessary to insure sound construction. It sets the standard for the building of the home. It is, moreover, the basis for a legal contract between the owner and the contractor. This agreement will be recognized in court should the occasion arise. In it the owner's interest and personal liability are protected.

CONTRACT AGREEMENT—The final part of the Bildcost Plan is a Contract Blank, sent along with the plans. It is to be signed by the owner of the new home and the contractor. It provides that the home shall be built according to the plans and specifications and for the sum agreed upon.

Since the building of a home is usually considered a lifetime investment, not only in money but in the thought and care that go into planning the home, the Bildcost Plan enables the prospective homeowner to take every possible safeguard to avoid dissatisfaction or disappointment when the home is completed.

WRITE TO DES MOINES—To obtain Material Lists or Working Plans for any home design in the "Bildcost Blueprints" series, write to Better Homes & Gardens, Meredith Publishing Company, Des Moines, Iowa. Service is prompt.

The complete builders' service offered under the Bildcost Plan makes our blotters more than just a series of nice pictures. They are practical. Every home can be built at low cost, and information can be quickly obtained.



MORGAN DENNIS DRAWS FOR "SCREENLAND"

It's worth a dime to buy the August issue of SCREENLAND magazine to see a picture of Morgan Dennis and some of his work. The author of "Dogs by Dennis" and "Brainy Bow-Wows" has done a series of portraits of movie stars with their dogs. In connection, Screenland is running a pet picture contest. Get the August issue at any newsstand and turn to page 34. (In the same issue, pictures of Linda Darnell, Mary Martin and Ann Sheridan.)

HOT WEATHER SALES HINT

DEAR MR. BARKLOW:

You remarked in a recent letter that it was appropriate to sell a fuel and ice dealer in hot weather. This buyer had told me about a month ago that he would be interested in some good-will gift for his customers after he enjoyed some hot-weather ice business. This statement of his gave me the idea of picking a good hot day to call back and sell him.

I planned to sell this prospect pencils, so I took the perpetual calendar pencil apart, comparing it with a \$1.00 fine line pencil which I have carried for two years. I also took my pencil apart. I pointed out the lasting utility of the perpetual calendar pencil, and when I felt he was sold on this particular pencil, I suggested that he order a few handbag pencils for his lady customers and the wives of his better men customers.

The result of this was an order for 250 perpetual calendar pencils and 100 M. P. 50 handbag pencils. After writing this order, I asked the buyer if he gave his industrial customers and other big buyers something in a more expensive gift at Christmastime. He said he did, so I told him I would show him good leather gifts sometime soon. When I thanked him for his order and started to leave, he asked that I be sure to show him the nice leather gift line in a few weeks.

I expect to sell other ice and fuel dealers on hot days this summer.

V. A. MAGNUSON.

THREE MORE BIG WEEKS!

BRING HOME THE GROCERIES by August 30th. You still have three weeks to win valuable, edible bonuses! Here are the simple, easy rules:

**You earn 1 point for each \$1.00
of sales volume**

You earn 10 points for each order

In other words, if you sell 30 orders for \$1200 for the seven weeks between July 14 and August 30, you will be credited with

1200 points for \$1200 volume
300 points for 30 orders

1500 total points

Or, if you sell \$3000 in volume, with 50 orders, your credit will be

3000 points for \$3000 volume
500 points for 50 orders

3500 total points

Everyone who rolls up 1500 points or more qualifies for a grocery bonus — worthwhile bonuses of Monarch Fine Foods and Hormel Fine Meats. Here's the schedule:

1500 points wins \$10.00 grocery bonus.
2000 points wins \$12.50 grocery bonus.
2500 points wins \$15.00 grocery bonus.
3000 points wins \$20.00 grocery bonus.
3500 points wins \$25.00 grocery bonus.

These bonuses may be "cashed" for the grocery and meat assortments described in the big broadside sent to you at the beginning of the contest. There are twelve assortments, ranging in value from \$2.50 to \$25.00, and you can order them, to the amount of your bonus points, in any desired combination.

Be sure to observe these rules:

1. No order counts that is not 100% complete so that it can be manufactured immediately.
2. Obviously we can't give point credit on large low-priced special orders.
3. A minimum of 15 orders will be required.



**MOVE THE CALENDAR AHEAD — AND BRING HOME THE GROCERIES
IN THE NEXT THREE WEEKS!**

SHOPPING FOR GROCERIES?

If you're shopping for groceries, here are some tried and proved order-getters that will help you run up a big point total and earn a pantryful of Monarch Foods and Hormel Meats!

28
POINTS For a quick, friendship-making sale, show "Bright Bouquet" post cards to the haberdasher, rug cleaning plant, furniture store or anybody else. Suggest the "Thank you" copy shown on the samples, worded like the sample copy or specially written to fit the advertised product. If you have any trouble in arranging copy for these orders, take the order and give the DAD Department instructions to use best possible Thank You message (but do not ask to have copy submitted, or order will be incomplete and will not count in the contest). For a minimum order of 1,000 post cards, you earn 28 points.

27
POINTS When you show "Hello Everybody" hangers to the garage, the service station or any jobber, offer to print a clever four-line verse, as shown on the special sample furnished you some time ago. Something like this: "I'm awfully glad you called me, it's nice to hear from you; and when you call in person, you'll get a welcome too!" Your special sample shows one general verse and six specific suggestions for various lines of business. If you sell 50 R15A "Hello Everybody," you earn 27 bonus points!

45
POINTS There's a town in your territory in which you have not placed a Safety First campaign. Your best prospect may be the bank, the garage or the grain elevator company. Every community needs the Safety First campaign, for traffic is steadily increasing, even if there is a shortage of gasoline in the East. Your new customer won't buy too many calendars for a starter. Don't oversell or overload him. Probably 25 hangers and 150 AM33 will do the job—45 points!

114
POINTS This war of 1941. Whether we're in it—actually—or not, folks know about it. Everyone wants to do the right thing for America, make our country strong, stable and invincible. We're building up our Army and Navy, and for every fighting man there must be eighteen in the factories and fields, furnishing supplies and arms. We're on our way, and we'll do the job right. That's the Spirit of America. The business man who wants the right calendar for 1942 will use "Spirit of America." Sell the bank 20 R4 posters and 100 R9 posters for immediate distribution; also sell 500 AM33SA for distribution at Christmas. Total points, 114.

**180
POINTS**

Sell News Quiz with "Playmates" prints to a truck company, tire retreader or paper box company. Offer the new series of standard editorials, "Little Things We Do," for use on the back page at no extra charge. News Quiz is more than a monthly calendar. It is timely, interesting and valuable for reference. It is designed to GET THE AD READ, and it does the best possible job, because it is worth reading and the customer's ad appears in the most prominent position. The minimum order for News Quiz is 100 a month, but the average order is about 200 a month. Sell 200 a month and you earn 180 bonus points!

**47
POINTS**

The Penny Greeting is a wonderful order-getter because it is an attention-getter. You know how much attention a nice shiny penny attracts, if you've ever dropped one in a hotel lobby and tried to pick it up again. What's more, the card is not only clever, but the buyer knows he is getting something of real value. So does the fellow who receives the card in the mail at Christmastime. NOW is the time for greeting orders. Sell 300 HG4297 to the butcher, the baker or the light bulb maker and earn 47 points!

**35
POINTS**

The new Gothic Line of the Funeral Directors' service will get new customers for you. Probably it has already. Don't forget it because you've sold it once in your territory. Place the Gothic Line in as many funeral homes as you can without confliction. Your original order may be small, but FD Service is a snowball. The more our customers use, the more they want. For once familiar with G-B quality, they buy again and again. Try to open new accounts with orders of \$25 or more—at least 35 points

**21
POINTS**

How about L-1113, the Key Style Ignition Key Case? It's a clever item, and it's gaining rapidly in popularity. Your original order from a new customer may be for only 100 cases, and it won't earn a whole lot of bonus points—but that's just why you can sell new customers. The ignition key case is low-priced, and the investment is small. Therefore, you get an order—and a new customer. Sell as few as 100—you still earn 21 points!

**160
POINTS**

The new Family Record Book is going strong. Banks want it. Insurance companies and their individual agents want it. Monument dealers and funeral directors want it. So SELL it. If you sell only 100, you earn 30 points. But most orders run larger, for this is a valuable booklet, which will be kept and used as a permanent record. Sell an order for 1000 to the bank today—160 points!



Look Forward to
A HOLIDAY EVERY MONDAY

JOY LAUNDRY CO.
Phone 7660

1941	AUGUST						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	-	-	1	2	
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31							

